

Appl. No. : 10/804,811
Filed : March 19, 2004

APPROVED: /JS/

AMENDMENTS TO SPECIFICATION (ABSTRACT)

Please revise the abstract as follows:

~~A facility for promoting items is described. Among a number of users who have placed orders for items, the facility identifies users who have each placed orders for at least a threshold number of items shortly after those items became available to order. Among a number of items, the facility identifies items each purchased by at least a threshold number of identified users. The facility then promotes the identified items or uses the identify of the identified users to promote to the users. Computer processes are disclosed for identifying and informing users of early adopter items. In one embodiment, scores are generated for particular items represented in an electronic catalog, with each score reflecting an extent to which a corresponding item has been ordered by customers who tend to order items promptly after they become available. Information pertaining to such scores may be incorporated into item detail pages of the electronic catalog to assist customers in making item selection decisions. For example, the electronic catalog may identify specific items as early adopter items, and/or may display information pertaining to the degree to which specific items are early adopter items.~~